



Social Media and Audience Growth Manager (Part-Time)

Contact: sromeo@truthdig.com

SALARY: Competitive salary and benefits
LOCATION: Remote and In-person

We are a progressive online journal of news and opinion that provides insightful and accurate reporting on current issues of the day. We offer a solid and reliable resource for those who want to explore important topics in more depth, and from different perspectives. In addition, it is our mission to create a home for contributors and editors that want to provide thoughtful, creative, provocative and proactive ideas that may lead to positive changes to current injustices.

While we are a vibrant work environment that prizes innovation and free thinking, we also highly prize integrity and quality journalism. We are thought leaders, not followers. This is a place for insightful spirited people who want to see progress. We know that journalism not only informs, but may ignite positive systemic change.

GENERAL JOB DESCRIPTION

We are looking for an experienced, enthusiastic and passionate Social Media/Audience Growth Manager to join our team. They will help to amplify the brand by generating engaging dialogues with commenters and throughout social media, in order to direct traffic to the website. This person will work to analyze audience trends and implement strategies to grow readership, followers, and donors. The candidate will create original content on social media, engage with our audience, track and analyze data.

Applicants must be well versed in news, politics and entrenched in the progressive community. They have demonstrated a thorough understanding of social media tools and channels. They are creative, witty and able to express the values and voice of the site.

MAJOR RESPONSIBILITIES

What You'll Do:

- Create and publish engaging social media posts related to Truthdig's content and website brand, aligning with our progressive values.
- Schedule and optimize social media posts across platforms based on collected data, maximizing reach and engagement.
- Script, gather footage, film, and edit short-form videos for TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts, ensuring high-quality and compelling visuals.
- Develop and maintain partnerships with progressive independent outlets, activist organizations, influencers, and change-makers, enhancing our network and brand visibility.
- Collaborate with the Truthdig editorial team to create timely, relevant, and engaging content that resonates with our audience and encourages interaction.
- Strategize weekly with our social media consultant and coordinate daily with our publishing coordinator to maintain alignment across channels and meet content goals.
- Create, analyze and present data reports on social media performance, providing insights and adjusting strategies to enhance audience engagement and growth.
- Collaborate on developing, implementing, and assessing targeted social media campaigns to drive engagement, subscriptions, and donations.

- Monitor current events, trends, and breaking news relevant to our mission, promptly adapting content as needed.
- Support community management by responding to audience comments, messages, and discussions, fostering a welcoming and respectful dialogue space.
- Ensure all content adheres to Truthdig's brand voice and style guidelines, communicating the voice of the site and the progressive community.

JOB QUALIFICATIONS

Education:

Bachelor's degree or higher

Experience:

5 yrs. working in social media and using data to shape strategies and grow audiences

**Applicants should be able to showcase previous work in social media and content creation*

Skills:

- Excellent grammar and writing skills
- Ability to write effective posts
- Video editing skills a must
- Photoshop skills a plus
- Asana (or similar CMS system) experience a plus
- Buffer and experience with similar platforms a plus
- Slack experience a plus
- Must be familiar with Facebook, X, Instagram, LinkedIn, Threads and TikTok
- Familiarity with Reddit and its community
- Open to working with Google Analytics, Buffer, Meta Insights and other data platforms
- Understanding of SEO a plus
- A strong news sense, and experience working in a newsroom, are pluses.

COMPETENCIES

- ✓ You are a natural storyteller who is passionate about social media and content creation
- ✓ You are a creative thinker
- ✓ Good organizational skills and strong follow-through
- ✓ Personable, determined and outgoing
- ✓ Proactive in finding and working with emerging technologies
- ✓ Ability to multitask and adapt quickly to breaking news and fresh stories on the site
- ✓ Communicate the voice of the site and the progressive community